



UDOT LOGO STANDARD USAGE GUIDE

The Utah Department of Transportation (UDOT) has created this branding guide to help department employees and members of UDOT-sponsored project teams know how to properly use the UDOT logo, branding, and templates. The guide touches specifically on the use of department-wide branding in relation to project-specific branding. The proper use of these guidelines will reduce confusion and create a uniform pattern of use, which will maintain the integrity of the UDOT image.

THE UDOT BRAND MANAGER MUST APPROVE ANY MODIFICATIONS TO THESE GUIDELINES. Please direct any questions or requests to the UDOT Communications Department.

The branding guide is divided into four general sections.

- 1. UDOT Logo Standard Usage Guide:** Describes the UDOT logo and tagline and gives instructions for use of the logo on department materials. Includes the approved department templates.
- 2. Basic Style Guide for UDOT-Sponsored Projects:** Gives instructions for the use of UDOT, project-specific, and contractor logos in project templates and materials. Shows examples using materials developed for I-15 CORE.
- 3. UDOT-Sponsored Project Websites:** Shows the approved template for UDOT-sponsored project websites. Gives instructions and examples for creating a project website.
- 4. UDOT Writing Style Guide:** Gives instructions and examples for writing in the AP style. Includes guidelines and approved formats for press releases and other public media.

DEFINITIONS

Contractor or Subcontractor - any design, construction, or engineering firm that performs work on a UDOT project

Non-State Employees - any consultant, contractor or third-party that does not receive payroll or benefits directly from the state of Utah

Official Correspondence - any written letter, which is sent to any outside party, representing official information, intelligence, positions or decisions of UDOT or one of its projects

UDOT - the Utah Department of Transportation and any of its affiliates

UDOT-Sponsored Projects - any transportation or other project under the direction of UDOT or for which UDOT provides oversight or funding

UDOT or Project Vehicles - vehicles owned and/or maintained by UDOT or one of its projects

UDOT or Project Websites - any Web site created for UDOT or one of its studies or projects. The templates and guidelines shown here do not apply to websites created for public awareness campaigns sponsored by UDOT, such as TravelWise, Zero Fatalities or similar sites.



OFFICIAL UDOT FULL COLOR LOGO

This logo should be used for four-color process applications including advertisements, brochures, project sheets, etc.

Use this version whenever possible.

As the official trademarked logo for UDOT, all communications featuring UDOT should contain this logo. With all trademarks, correct and consistent usage is critical, as it preserves UDOT brand identity.

UDOT corporate colors are Pantone Matching System PMS 356, PMS 7408 and Black.

In four-color process applications PMS 356 is:
90% Process Cyan, 0% Process Magenta,
100% Process Yellow, and 11% Process Black

In four-color process applications PMS 7408 is:
2% Process Cyan, 22% Process Magenta,
96% Process Yellow, and 3% Process Black

Black is:
100% Process Black

The tagline "Connecting Communities" is the only tagline to be used with the logo. It should be included in internal reports and other documents, as shown on page 7 in the document templates. The tagline should not be used on external documents or collateral materials.



OTHER ACCEPTABLE APPLICATION

The colors shown to the left are the only color combinations allowed in the corporate signature.

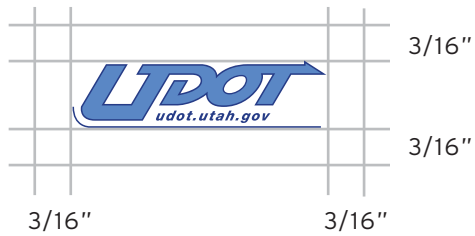
The blue fill Pantone Matching System color is: PMS 2718
The Process Mix is: 90% Process Cyan, 0% Process Magenta, 100% Process Yellow, and 11% Process Black

The blue outline Pantone Matching System color is: PMS 2748
The Process Mix is: 67% Process Cyan, 41% Process Magenta, 0% Process Yellow, and 0% Process Black

Variations of the logo in Process Black are acceptable up to 50%.

REVERSE APPLICATION

The colors shown to the left are the only reverse color combinations allowed in the corporate signature.



Preferred Size
Smallest size
for keeping tagline.

— 1 1/8" —



— 15/32" —

Maximum Reduction
If needed this small,
remove the URL.



CLEAR-SPACE REQUIREMENTS

The corporate signature should always be allowed a clean visual separation from all other elements. Always allow a space at least .1875" (3/16) around the entire logo.

MAXIMUM REDUCTION

The maximum reduction for the signature should not be smaller than the preferred size, as shown on the left, for readability. If it is necessary to make it smaller than the preferred size, the maximum reduction is shown to the left. In this case, the URL should not be included. There are no maximum enlargement size restrictions. Large-scale uses – such as signs, banners, trade show exhibits, etc. – require accurate enlargements and attention to retain the integrity of the signature.

INCORRECT USAGE

The logo is a unique piece of artwork and should be reproduced consistently. Shown at the left are examples of incorrect uses of the signature.

The logo should never be altered in shape, proportion or color contrary to this Guide.

Never use the full logo smaller than the maximum reduction size.

Use only the reproducible signatures supplied with this Guide.



No Active Construction During Memorial Day Weekend

No active construction will be underway during the Memorial Day weekend. All lanes will remain open from noon on Friday, May 28, through 9 p.m. on Tuesday, June 1. Existing areas of narrowed lanes, reduced speeds, lane shifts and narrowed shoulders will remain in place. Drivers are encouraged to use extra caution through these areas.

Avoid the congestion of holiday travel by traveling at off-commute times or "Stay an Extra Day." Visit www.udot.utah.gov/stayaneextraday.com for statewide travel discounts and incentives to extend your holiday travel plans.

Area-Specific Construction Activities

Construction activities planned for the coming week follow. Except for during the holiday weekend, general nighttime lane restrictions are possible between 9 p.m. to 5:30 a.m. Monday through Thursday and from 10 p.m. Friday to 7:30 a.m. Saturday. All construction activities are subject to change.

Upcoming Construction Activities

- **500 East bridge in American Fork:** Beginning in early June, crews will install steel bridge supports for the center bridge column. This work will be performed during the day. Nearby residents and businesses should expect noise and some vibration with this activity. Continuing through the middle of August, I-15 southbound will be restricted to three lanes for 500 feet on either side of the bridge. Motorists should anticipate moderate travel delays during commute times.
- **San White Lane bridge in Pleasant Grove/American Fork:** Beginning the week of June 7, crews will install steel bridge supports for the center bridge column. This work will be performed during the day. Nearby residents and businesses should expect noise and some vibration with this activity.
- **Southbound I-15 at the RR, 820 North and 2000 North in Provo:** Through the end of June, crews will perform pile driving operations for temporary bridges at the Union Pacific Railroad and UTA tracks, at 820 North and at 2000 North in Provo (2000 South in Orem). This work will be performed during the day.
- **Southbound off-ramp from I-15 to Center Street in Provo:** Through the month of June, crews will prepare the ramp for freeway widening. The ramp will remain open, but motorists should expect traffic shifts on the ramp. A temporary traffic signal will be installed at the intersection of the off-ramp and Center Street. The signal is expected to be operational in late June or early July. Installation of the signal is in preparation for demolition of the flyover bridge from southbound I-15 to eastbound Center Street. This bridge is expected to be removed in July.
- **Northbound I-15 between University Avenue and 600 South in Provo:** Through June 7, sound walls will be removed along the east shoulder of I-15. If desired by impacted property owners, the sound walls will be replaced once the project is complete. Crews are also clearing the right-of-way in this area.

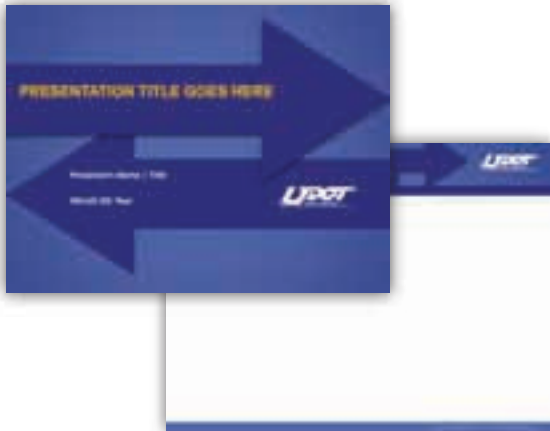
UTAH DEPARTMENT OF TRANSPORTATION
400 South 2700 West, P.O. Box 14200, Salt Lake City, UT 84146-0000
801.005.4000 / www.udot.utah.gov

Connecting Communities

DEPARTMENT DOCUMENTS

Approved department templates for Word documents and PowerPoint presentations include the UDOT logo, as shown here. These approved templates are available in electronic form on the UDOT intranet. Do not alter the size or placement of the UDOT logo.

NOTE: Official department correspondence to anyone outside the department should be sent on state letterhead and signed by either the project director or deputy project director. Non-state employees may not send correspondence on behalf of the department under their name or sign correspondence on state letterhead.



John Smith | Project Coordinator

UDOT | UTAH DEPARTMENT OF TRANSPORTATION

Work 801.965.4000 **Fax** 801.123.4567 **Cell** 801.123.9874

Email jackblack@utah.gov | www.udot.utah.gov

E-MAIL SIGNATURE BLOCK

All department employees should use the approved signature block as shown in this document, unless using an approved project-specific signature block. The UDOT logo should not be used in signature blocks. Neither should consultants use the logo of their individual companies in e-mails sent while performing their assigned department or project duties.



STATE BUSINESS CARDS

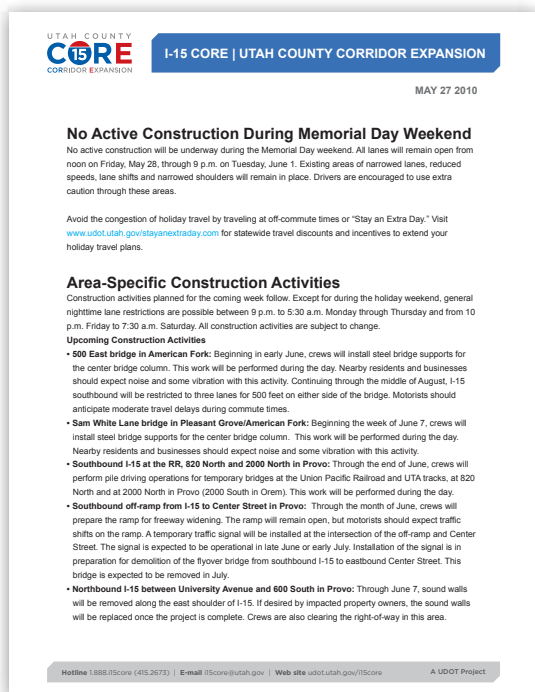
State business cards are available for all applicable UDOT employees. When representing the department, employees should only use cards created and customized using the templates shown here. The state seal, and not the UDOT logo should be shown on all department business cards. Business cards should be ordered through www.printingfast.com. Ordering instructions are included in [Appendix A](#).

UDOT VEHICLE SIGNAGE

UDOT vehicles should be marked with the Utah state seal and the UDOT logo. Vehicle signage should be ordered through the Fleet Operations Department.

BASIC STYLE GUIDE FOR UDOT-SPONSORED PROJECTS

A UDOT Project



UDOT SPONSORED PROJECTS

All business cards, documents, collateral and templates for UDOT-sponsored projects should include this tagline, but not the UDOT logo.

UDOT AND PROJECT LOGOS IN PROJECT DOCUMENTS.

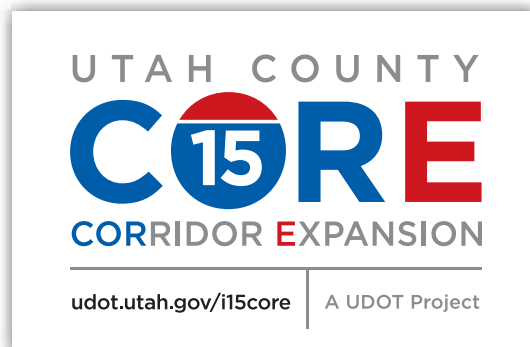
Approved project templates for Word documents and PowerPoint presentations should include both the project logo and the UDOT tagline, as shown in these examples. Templates should be developed by each project in accordance with these guidelines and should be made available in electronic form to all team members. Projects should not alter the size or placement of the UDOT tagline.

OFFICIAL PROJECT CORRESPONDENCE

Official project correspondence to anyone outside the project team should be sent on state letterhead and signed by either the project director or deputy project director. Non-state employees may not send correspondence for a project under their name or sign correspondence on state letterhead.

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JOE JOHNSON Project Coordinator

I-15 CORE | UTAH COUNTY I-15 CORRIDOR EXPANSION
Work 1.888.i15CORE **Fax** 801.123.4567 **Cell** 801.123.9874
Email jackblack@utah.gov www.udot.utah.gov/i15core



17.25" x 11.25"



17.25" x 11.25"

PROJECT-SPECIFIC SIGNATURE BLOCKS

The UDOT logo should not be used in signature blocks for project e-mail. Neither should consultants use the logo of their individual companies in e-mails sent while performing their assigned project duties. All UDOT-sponsored projects should develop a project specific signature block to be used by all project team members. An example signature block is shown here.

PROJECT-SPECIFIC BUSINESS CARDS

UDOT-sponsored projects should develop project-specific business cards. These cards should include the project logo and the UDOT tagline, as shown in the example. Business cards should be made available to all applicable project team members, both state and non-state employees. When representing the project, team members should only use cards created and customized using the approved template. Project management may be responsible for ordering cards for team members.

PROJECT SPECIFIC VEHICLE MAGNETS

Language: Vehicles for UDOT-sponsored projects should be marked with signage identifying the project. Vehicle magnets should include the project logo and the UDOT tagline, as shown in the example, and should be ordered through project management.

UDOT AND PROJECT LOGOS WITH CONTRACTOR LOGOS

Contractors or firms doing business with UDOT or a UDOT-sponsored project should not use either the UDOT logo or the project logo on letterhead, business cards, in e-mail signatures, or on any correspondence with the public. The contractor or firm may use its own logo. In the case of correspondence with the public, the contractor or firm may state within the body of the text it's relationship with the department or the project. However, these statements should not indicate that the contractor or firm is speaking on behalf of the Department or the project.

For vehicle signage, the contractor may include both its own logo and the project logo, if deemed appropriate, as shown in the example.

UDOT-SPONSORED PROJECT WEBSITES

INTRODUCTION

This section provides project teams or subcontractors a step-by-step guide to modifying the included HTML template in order to develop a project website compliant with UDOT design specifications. Project websites are to be built using the approved template, which will provide a more consistent look and feel for the general UDOT audience by giving the different project sites and the main UDOT site a sense of cohesiveness.

An accompanying website development disc is available, which contains this guide, as well as the template folder. Inside this folder is everything needed to begin designing a project website.

The necessary HTML, CSS and JavaScript are included to help teams begin building their project website. If possible, it is recommended that the web designer separate duplicate content (navigation, headers, footers) into separate files and include the files with the server-side technology (PHP, ASP). Although this is not necessary for creating a site, it will make future updates to common elements easier to manage.

PAGE LAYOUT TEMPLATE

Each project should create a customized project website following the basic page layout shown here. In the next sections, let's look at each part of the page layout individually.



UTAH.GOV HEADER

At the very top of the page is the utah.gov header, which is automatically inserted into the page. Though this header may change from time to time, at the time this document was created, it looked like the image below.



SITE HEADER



The header element (#header) consists of several elements:

- Logo
- Utility Navigation
- Tagline
- Primary Navigation
- Breadcrumb
- Social Media Sharing Icons

These elements are described in the following sections.

LOGO



The examples in this document show a large UDOT logo in the upper left corner of the header. On the project website, the project logo should replace the standard UDOT logo shown here. The project logo image should have a white background, with maximum dimensions of 200 x 50 pixels.

UTILITY NAVIGATION

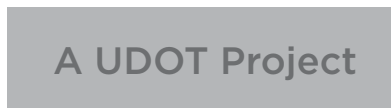


The utility navigation is located in the upper right corner. It is an unordered list, with an anchor wrapped inside the list item. The containing UL must have the utility-nav ID. And the last list item must have the last class to remove the border:

Example of utility navigation:

```
<ul id="utility-nav">
  <li><a href="#">Facilisis</a></li>
  <li><a href="#">Nibh</a></li>
  <li><a href="#">Turpis</a></li>
  <li class="last"><a href="#">Dignissim Eleifend</a></li>
</ul>
```

TAGLINE



The tagline "A UDOT Project" must be included on every project website and should be located below the utility navigation.

PRIMARY NAVIGATION



The primary navigation bar contains the primary links for navigating the website. It is an unordered list, with anchors nested in list item (LI) elements. Use the selected class on the LI element to indicate this navigation item is displayed.

Additionally, for sites with larger navigations, a drop down menu is available by adding the sf-menu class to the parent ul container (#primary-nav)

Example of a single-level navigation:

```
<div id="primary-nav-container">
  <ul id="primary-nav">
    <li>
      <a href="#">DIGNISSIM</a>
    </li>
    <li class="selected">
      <a href="#">ELEIFEND</a>
    </li>
    <li>
      <a href="#">MAECENAS</a>
    </li>
    <br class="clear" /><!-- must come last -->
  </ul><!--/#primary-nav-->
</div>
```

Example of a multi-level drop-down menu:

```
<div id="primary-nav-container">
  <ul id="primary-nav" class="sf-menu">
    <li><a href="#">DIGNISSIM</a></li>
    <li class="selected">
      <a href="#">ELEIFEND</a>
      <ul>
        <li><a href="#">Nunc</a></li>
        <li><a href="#">Sed pulvinar</a></li>
        <li><a href="#">Justo</a></li>
        <li><a href="#">Vel</a></li>
      </ul>
    </li>
    <li>
      <a href="#">MAECENAS</a>
    </li>
    <br class="clear" /><!-- must come last -->
  </ul><!--/#primary-nav-->
</div>
```

BREADCRUMB

Home | Projects, Studies, and Future Plans

The breadcrumb should provide the navigational path used to find the current page. It should start with the homepage and drill down through the differing levels of navigation to the current page. The breadcrumb should be located below the primary navigation bar.

The HTML mark-up used is an unordered list with nested anchors in list items. The first list item in the breadcrumb needs the class first.

Example of breadcrumb markup:

```
<ul id="breadcrumb">
  <li class="first"><a href="#">Home</a></li>
  <li><a href="#">Ipsium</a></li>
</ul>
```

SOCIAL MEDIA SHARING ICONS



Social media sharing icons are dynamically inserted via AddThis.com and should be included on all pages at the same level and to the right of the breadcrumb. If desired, you may change the AddThis account for tracking purposes.

MAIN CONTENT AREA

The template at the first of this document shows a three-column main content area. The main content area layout is specific using CSS classes. To switch from a two-column layout to a three-column layout, a class is added to the `#column-container` element under `#main`.

Available classes to `#column-container`

- **three-column-layout** - A left sidebar, the content area and a right sidebar are visible. This is the default layout (and may be omitted).
- **two-column-layout** - Left sidebar and content area visible.
- **single-column-layout** - Only content area is visible.

Additionally, a minimal layout (with no primary navigation) is available by attaching the **single-column-layout** class to `#column-container` (as described above) and adding the **minimal-page-layout** class to the `body` element (See `minimal.html`).

An example of switching column layouts by adding classes via javascript is included on the CD. See the demonstrations in the `index.html` file and `scripts.js` on the disc.

Pre-configured template files

As described above, the `index.html` file will support all available layouts. However, if needed, the files **single.html** and **minimal.html** are included to implement the above layouts, respectively.

EXAMPLE OF AVAILABLE CONTENT AREA LAYOUTS



Three-Column Layout (default)



Two-Column Layout



Single Column Layout



Minimal Page Layout

The following sections explain each of the individual parts of the main content area, including:

- Header image
- Left sidebar
- Right sidebar

CONTENT AREA HEADER IMAGE



The header image appears at the top of the content area and should be **715 pixels** wide. It will be resized via CSS to accommodate the three-column layout (which is 555 pixels wide).

The content area header image may be omitted by removing the **#content-area-header-image** element.

LEFT SIDEBAR AND SECONDARY NAVIGATION

The left sidebar contains secondary page navigations, quick links and other items that should appear on most pages, similar to what is shown here. The maximum content area size is **188 pixels**.



Secondary navigation is created in an unordered list with an ID of **secondary-navigation**. The UL should contain anchors nested in list elements.

Additionally, nested unordered lists may be used to create a hierarchy for the second and third levels of navigation. Nested menus must have the **has-children** class attached to the parent list item to include the arrows. Add the **expanded** class to the containing LI to show the contents of the submenu. Add the **selected** class to the active navigational element.

Example of secondary navigation

```

<ul id="secondary-navigation">
  <li class="has-children expanded"><a href="#">Lorem Ipsum</a>
    <ul>
      <li class="selected"><a href="#">Cras dictum</a></li>
      <li><a href="#">malesuada</a></li>
      <li><a href="#">Sed pulvinar,</a></li>
    </ul>
  </li>
  <li class="has-children">
    <a href="#">Morbi</a>
    <ul>
      <li><a href="#">Item</a></li>
    </ul>
  </li>
  <li><a href="#">Fusce orci</a></li>
  <li><a href="#">Lorem Ipsum</a></li>
</ul>

```

RIGHT SIDEBAR

The right sidebar contains additional information relevant to the current page, and may be omitted. The maximum content area size of the right sidebar is **140 pixels**.

FOOTER LINKS AND SOCIAL MEDIA

The right sidebar contains additional information relevant to the current page, and may be omitted. The maximum content area size of the right sidebar is **140 pixels**.



The footer is placed below the main content area. Footer icons must be displayed on every UDOT project page. The web designer may add additional items, but should not remove the included Social Media icons. The designer may change the link targets to direct users to the project-specific social media pages, or use the default UDOT links if the project does not have project-specific social media pages. The default UDOT social media links are provided below. Default social media links

- <http://twitter.com/UtahDOT>
- <http://facebook.com/UtahDOT>
- <http://youtube.com/UtahDOT>
- <https://app.udot.utah.gov/apex/prd7/uconowner.rss>

UDOT FOOTER

The UDOT footer must be included at the bottom of all pages.



JAVASCRIPT UTILITIES

jQuery - The jQuery 1.4.2 javascript library is included with the template. For more information on jQuery usage, see: <http://jquery.com/>

Superfish - Dropdown menus are created via Superfish. This may be omitted if drop down menus are not needed. See http://users.tpg.com.au/j_birch/plugins/superfish/

ClueTip - Adds a tooltip for hover menus. Used for the quick links menu, but may be used elsewhere. See <http://plugins.learningjquery.com/cluetip/>

UTAH DEPARTMENT OF TRANSPORTATION WRITING STYLE GUIDE

1. UDOT Style At-a-Glance
2. Grammar and Usage
3. E-mail Update Guidelines
4. Press Release Guidelines
5. Press Kit Template
6. Flyer Template

UDOT STYLE AT-A-GLANCE

acronym

On first reference, list the full name followed by acronym in parentheses: *The Environmental Impact Statement (EIS) allows for a rebuild of...* On second reference, use acronym: *The EIS shows an alternative alignment.* Examples: *Categorical Exclusion* on first reference and *Cat-Ex* thereafter; *Environmental Assessment* on first reference and *EA* thereafter; *Single Point Urban Interchange* on first reference and *SPUI* thereafter.

Refer to the acronym lists on UDOT website:

<http://udot.utah.gov/main/f?p=100:pg:0:::1:T,V:1325>, <http://udot.utah.gov/main/f?p=100:pg:0:::1:T,V:962>.

addresses

Use the abbreviations Ave., Blvd. and St. only with a numbered address: *450 S. University Ave.* Spell them out and capitalize when part of a street name without a number: *Workers will be paving along University Avenue.* Lowercase and spell out when used alone or with more than one street name: *He turned onto the avenue.* *Alley, drive, parkway, road, terrace*, etc. are always spelled out.

build-out

Include hyphen when *build-out* is used as a noun or adjective. No hyphen when used as a verb.

CommuterLink

Capitalize C and L, no space.

concrete, cement

Concrete contains cement plus sand and gravel. *Cement* binds sand and gravel or crushed rock together to form concrete and, therefore, is not used to describe surface material. UDOT typically uses concrete or asphalt on projects.

design-build

Always use hyphen. Not *design/build*.

directions and regions

In general, lowercase *east, western, northeast*, etc. when referring to a compass direction and uppercase when referring to a region: *Southern accent, the West Coast*. Spell out roadway directional names, *North, South, East, West* rather than using the abbreviations *N., S., E., W.*

e-mail

Not *email*.

Express Lane

Capitalize E and L. Never *HOV lane*.

groundbreaking, groundbreaking ceremony

One word, no hyphen.

highways

First use: *U.S. Highway 6, U.S. Highway 40*. Second use: *U.S. 6, U.S. 40*.

interchange, intersection

These words are not interchangeable. An *interchange* is where a freeway and road meet; freeway traffic does not stop. An *intersection* is where two roads meet and one or more directions must stop.

interstates

First use: *Interstate 15, Interstate 80*. Second use: *I-15, I-80*.

line spacing

Use only one space between sentences.

milepost

First use: *milepost 167*. Second use: *MP 167*. The general public typically is not familiar with the location of mileposts so use sparingly. It is better to provide physical or landmark coordinates such as: *American Fork Main Street to Orem Center Street*.

numbers

Generally, in sentences spell out simple numbers from zero to nine and use figures for numbers over 10. Exceptions may occur for e-mail updates, where space and clarity for quick reads are issues.

region

UDOT Region One, Two, Three, Four.

seasons

Lowercase unless part of a formal title: *Work is scheduled to be completed fall 2011; the Summer Olympics*.

square feet

Do not abbreviate. When used as an adjective, hyphenate. *The bridge was 14,000 square feet. The 14,000-square-foot structure was impressive.*

state

Lowercase in all "state of" constructions and when used as an adjective to indicate jurisdiction: *state Sen. John Smith, the state Department of Transportation, state funds*. Capitalize when part of a formal name: *State Farm Insurance, the State Lands Commission, the State and Consumer Services Agency*.

state routes

First use: *state Route 67* (note lowercase state). Second use: *S.R. 67*.

TDM (travel demand management)

See TravelWise.

telephone numbers

Omit the numeral "1" before area codes. Standard format is *949-824-1560, ext. 123*. When using a personalized phone number that contains words, put the numerical equivalent in parentheses immediately after it: *888-UCI-WINS (888-824-9467)*.

time of day

Use figures with lowercase type and periods, no spaces: *11 a.m., 3:30 p.m., 3:30 that afternoon, noon, midnight*. Use the word “to” between numbers in a time period unless in a calendar listing. Avoid duplicating a.m. or p.m. when both times fall in the same category: *The interchange will be closed from 5 a.m. to 5 p.m. Two lanes will be open from 2 to 9 p.m.* In a calendar listing, use a hyphen with no spaces for ranges: *10-11 p.m., 10 a.m.-3 p.m.* Use lowercase a.m. and p.m. with periods. When finishing a sentence, an additional period after a.m. or p.m. is unnecessary. Avoid redundancy such as *9 a.m. in the morning*.

titles

In general, capitalize formal or courtesy titles before names of individuals: *Director Lyle Lovett*. Lowercase titles following names of individuals, unless the title is organization-specific: *Lyle Lovett is the director. Lyle Lovett is the Region Two Director for UDOT.*

trademarks

Whenever possible, use generic equivalents for trademark brands. When a trademark use is necessary, capitalize it and add the generic terms to fully describe the product: *Kleenex tissues, Styrofoam plastic foam*. Do not use a trademark as a verb: *He photocopied the page*, not *He Xeroxed it*. Do not pluralize trademarks. Symbols signifying a trademark (TM), a service mark (SM) or a registration with the U.S. Patent Office (®) are primarily for the use of the owner to indicate rights; use of the symbols is not required in journalistic publications. For additional information, call the U.S. Trademark Association’s “trademark hotline” in New York, 212-986-5880.

TravelWise

Capitalize T and W. TravelWise is UDOT’s branded Travel Demand Management (TDM) campaign and should be used in lieu of the words Travel Demand Management or acronym TDM.

vocabulary

It is imperative to use vocabulary that is familiar with the general public. The following are some common UDOT terms that are frequently misused.

Avoid

Traffic/Construction impact
Structures
Girders
Facilities
Rotomill and/or overlay
Cost
Challenge
Think
However/But

Use instead

Delay or inconvenience
Bridges
Beams
Roads
Resurfacing
Investment
Opportunity
Believe
At the same time

If you are referring to a perceived challenge or cost, you must communicate the benefit. If referencing any of the following, address these questions accordingly:

- Expense/Cost = What are benefits, efficiencies, savings?
- Time = What is being done to complete more quickly? What will the benefits be when completed?
- Delays = How are we minimizing inconvenience?

Never point out or draw attention to the following:

- Funding issues
- Lack of alternate roads or access roads
- Project hot spots/local area coordination
- Non-support or disagreements with internal or external audiences
- Anything that would discourage the support of businesses along corridor
- What is not being built from the EIS scope

Avoid sugarcoating, making light of project delays or inconveniences.

website

One word, lowercase. Not *Web site*.

years

Use an "s" without an apostrophe to indicate spans of decades or centuries: *The 1960s, the late 1800s*. Years are the only exception to the rule that a figure is not used to start a sentence. *1976 was a very good year*. When indicating a span of years within the same century, use only two digits for the ending years. Use the word "to" between a span of years falling in different centuries: *2002-05, 1998 to 2002*.

ZIP code

Use all caps for *ZIP* (Zoning Improvement Plan). In addresses, do not put a comma between the state name and the ZIP code. Use two spaces between state abbreviation and ZIP code: *New York, NY 10022*.

GRAMMAR AND USAGE

accept, except

Accept is a verb meaning, "to receive" or "to agree": *He accepted the position graciously.*

Except is a preposition meaning, "all but" or "other than": *Everyone went to the event, except Mary.*

ad hoc

Adjective or adverb meaning, "for a specific purpose". Do not hyphenate or italicize: *They formed an ad hoc compensation committee.*

advise, advice

Advise is a verb that means, "to recommend, suggest, or counsel": *I advise you to be cautious.*

Advice is a noun that means, "an opinion or recommendation about what could or should be done": *I'd like to ask for your advice on this matter.*

affect, effect

Affect is a verb meaning, "to have an influence on": *The closure affected traffic.* *Effect* is a noun and is the result of something having been affected: *The effect of the closure lasted until 9 p.m.*

anticipate, expect

Anticipate means, "to expect **and** prepare for something;" *expect* does not include the notion of preparation: *They expect a record crowd. Anticipating a record crowd, they ordered more food.*

back up

Back up is a verb; *backup* is a noun or adjective. No hyphen.

conscious, conscience

Conscious is an adjective meaning, "awake and perceiving": *Despite a head injury, the patient remained conscious.* *Conscience* is a noun meaning, "the sense of obligation to be good": *Chris wouldn't cheat because his conscience wouldn't let him.*

hyphen

Use to form a single idea from two or more words: *quick-witted, second-rate, hand-picked.*

A compound modifier is hyphenated when it comes before a noun but not when it follows it. *She is a well-known leader. The leader is well known.* Exception: Do not use a hyphen after the adverb *very* or adverbs ending in *ly*. *She is a very well known singer. It is an easily remembered rule.*

Use a suspended hyphen when the modifying word is doing double duty: *second- and third-rate projects. The brochures have a 3- to 4-month shelf life.*

its, it's

Its is a possessive adjective (possessive form of the pronoun *it*): *The crab had an unusual growth on its shell.* *It's* is a contraction for "it is" or "it has": *It's still raining; it's been raining for three days.*

more than

Preferable to "over," unless dealing with spatial relationships: *The plane flew over the city. The committee spent more than \$2 million on the project.*

stationary/stationery

To stand still is to remain *stationary*. Writing paper is called *stationery*.

tense

In general, use tense consistently throughout a story. However, tenses may be mixed when needed to distinguish terminated from continuing action: *"I disagree," she said. But she continues to encourage students to present new ideas.* The verb form *say(s)* suggests past as well as continuing action. Verbs such as *think, regard, deny* and *hope* written in present tense can coexist comfortably with other verbs in other tenses.

than, then

Than is used in comparison statements or preference statements: *He has more schooling than her. I would rather have radio pick it up than broadcast.* *Then* is used to specify the following circumstance in time, space or order: *First the strategy team determines tactics, and then the execution team carries them out.*

that, which, who, whom

Use *that* and *which* in referring to inanimate objects and animals without a name. Use *who* and *whom* in referring to people and to animals with a name: *John Jones is the man who helped me. The machinery that grinds gravel is expensive.* When introducing phrases and clauses, *that* is the preferred pronoun to introduce essential clauses referring to an inanimate object, and *which* is used to introduce nonessential phrases and clauses referring to inanimate objects or animals without a name. Nonessential clauses are set apart by commas: *The student library, which was built last year, hosted an open house. The book that describes the Holocaust was checked out.*

The pronoun *which* occasionally may be substituted for *that* in the introduction of an essential clause referring to an inanimate object or an animal without a name. In general, this use of *which* should appear only when *that* is used as a conjunction to introduce another clause in the same sentence: *He said Monday that the part of the army which suffered severe casualties needs reinforcement.*

their, there, they're

Their is a possessive pronoun: *They got their information.* *There* means a specified place: *The project will begin over there.* *They're* is a contraction for "they are": *They're making news.*

to, too, two

To is a preposition: *They went to the lake to swim.* *Too* means, "very" or "also": *I was too tired to continue. I was hungry, too.* *Two* means the number 2: *Two contacts will be available 24 hours a day.*

toward

Not *towards*.

ultra

In general, do not hyphenate the prefix: *ultramodern, ultrasonic, ultraviolet*

we're, where, were

We're is a contraction for we are: *We're glad to help.* *Where* is a location: *Where is the project taking place?* *Were* is a past tense form of the verb "to be": *They were correct in their strategy.*

your, you're

Your is a possessive pronoun: *Your shoes are untied.* *You're* is a contraction for "you are": *You're walking around with your shoes untied.*

E-MAIL UPDATE GUIDELINES**What are e-mail updates?**

E-mail updates are routine communication distributed by a project team to update affected stakeholders on project or study progress. During construction projects, the updates focus on access and delays. The following are items to consider when sending an e-mail update.

Who should receive e-mail updates?

When sending an e-mail update, consider the intended audience or stakeholder group and what is of importance to each. Following are examples of various stakeholder groups:

- Residents
- Business Owners/Operators
- Property Owners
- Commuters
- Project Team (contractor, sub-contractors, UDOT)
- Local Government Representatives (city, county)
- Legislators
- Law Enforcement/Emergency Services
- Non-project UDOT staff (traffic and safety, maintenance, Traffic Operations Center, region administration)
- Other project teams working in the area
- Agencies
- Media

What are the advantages of using e-mail updates?

A wide audience can be reached for a relatively small expense. Time sensitive information can be distributed in a timely fashion.

When should e-mail updates be sent?

Regular, predictable communication is best. Weekly is typical, but the goal is to strike a balance between providing information too often and not often enough. Think about how often the project details, delays or results change significantly. Updates should also be sent in the event of emergency closures, or to update stakeholders on late breaking impacts.

What should e-mail updates include?

A good rule of thumb is to address the five "W" questions:

- Who: Agencies or organizations that are involved in the activity (UDOT, contractor, local government organization, etc.)
- What: Description of planned construction activity and expected impacts to access and traffic flow
- When: Dates, times and days of expected impact

- Where: Location of work and stakeholder impacts
- Why: Description of why work activity/impact is necessary

When writing updates, always think in terms of what is most important to the audience receiving the communication and be as succinct as possible. Think, for example, “What does a motorists needs to know to successfully navigate through construction?” This would include how many lanes will be available: *I-80 eastbound will be restricted to one lane*, not how many lanes will be closed: *Two lanes will be closed on I-80 eastbound*. Use *Work on 700 East will restrict the roadway to two lanes in each direction*. Not: The work will require shoulder and single lane closures in both directions on 700 East.

What are the recommended procedures to send e-mail updates?

It is recommended to blind copy (bcc:) all recipients to ensure confidentiality. Think about what address the e-mail is coming from. Setting up a project-specific e-mail (i.e., 3500south@utah.gov) protects you from SPAM and makes more sense to the recipient. If you are sending regular e-mails to large groups, using an e-mail service like Constant Contact may also be advisable.

What is the suggested formatting for an e-mail update?

See examples below for ideas on formatting and style.

- Subject Line - Project name and date of update
- Opening Paragraph - General overview, schedule and timeline for upcoming construction activities
- Body Text
 - Organize by order of importance, newest information at top
 - Bulleted list divided by themes/location
 - Areas of work (i.e., Bangerter Highway to 2700 West, Main Street Closure, etc.)
 - Topics of work (i.e., Utility Work, Demolition, Excavation, Paving, Landscaping, etc.)
 - Specific stakeholder impacts (i.e., Pedestrians, Safety Tips, Left-Turn Restrictions, etc.)
 - > Associated projects
 - Brief description of other UDOT, UTA, city, county projects in the vicinity of the primary project and public contact information for them
- More Information - Public Information Contact
 - E-mail
 - Telephone
 - Project Website
- Removal from update list
 - Provide description of how the stakeholder can be removed from the update list.

SAMPLE E-MAIL UPDATE

UDOT Orem 800 North E-mail Update: 6/19/08

Subject Line: 6/19/08 - Orem 800 North Project Update

Body Text:

This week, paving was completed from 400 East to 750 East, and will be finished from east of Main Street to 300 East by Friday, June 20. The north half of the 800 East intersection remains closed this week. See details below.

Construction Activity Update - 6/19/08

The following are planned activities for the coming week. Please note that due to weather, project conflicts, or equipment/supply issues, schedules are subject to change.

- 800 East Closed on the North Side: 800 East has been closed for a week for underground utility work. It is now being prepped for paving and will remain closed during paving operations next week. Left turns are still not allowed from 800 East.
- Paving from 750 East to 1000 East: Paving will begin Tuesday, June 24, between 750 E. and 1000 E., including the 800 E. intersection. Traffic in that section will then be split (eastbound on the south side and westbound on the north) while crews mill and pave the center section. Then all traffic will be shifted to the north side while milling and paving takes place on the south side.
- Paving from Main Street to 300 East: Paving from Main Street to 300 East will be completed by Friday, June 20.
- 400 East Closed Starting Monday: 400 East on the south side will remain closed through the middle of next week, after which it will be open on gravel, and then closed again the following week for paving.
- Street Lights: Crews are working on installing street lights on the south side of the road.
- Landscaping: Crews are laying cobble rock over weed barrier along the edges of the soundwalls on the north side, and in other locations along the project. Landscaping crews continue their work on sprinkler lines and laying topsoil in preparation for sod.
- Left Turns: Left turns are still only allowed at State Street, as 800 East is currently closed.
- Soundwalls: Painting continues on the final stretch of soundwalls this week.
- Pedestrians on 800 North: Please use the north side of 800 North for pedestrian movement as much as possible. Exercise extra caution and use common sense when walking across 800 North. Do not enter areas that are marked off by cones or barrels.

More Information

Project updates and background can be found online at udot.utah.gov/orem800north. This site will be updated as the project continues and details become available. For specific questions or concerns, contact the Public Information Team at 801-360-4944 or by e-mail at 800north@utah.gov.

PLEASE NOTE: If you wish to be removed from this list and discontinue further information, please indicate such by replying to this e-mail.

PRESS RELEASE GUIDELINES

A press release is a written communication directed at members of the news media typically for the purpose of attracting favorable media attention. Press releases are either distributed at events or e-mailed to assignment editors and reporters at newspapers, magazines, radio stations and television stations.

A press release provides reporters with the basics they need to develop a news story. The following are tips to consider when writing a press release:

- Write in AP style. Use an AP Stylebook and/or the UDOT Writing Style Guide, which provides abbreviated AP Style as well as guidelines on common transportation terms and issues and should be followed accordingly.
- Generally, the release should be limited to one page. Two pages can be used if absolutely necessary.
- The contact information and dateline for UDOT vary from AP Style. Please follow the format in the press release example.
- The headline should communicate the success or uniqueness of the event or project: *New intersection promises more green-light time.*
- The first paragraph of the body should be limited to one sentence.
- Put the most important information (who, what, when, where and why) in the first two paragraphs.
- The first paragraph should also emphasize the success of the project in terms of the UDOT Final Four: 1. Take care of what we have, 2. Make the system work better, 3. Improve safety, and 4. Increase capacity.
- Use quotes from experts that emphasize the bigger picture. Try to open the third paragraph with a quote. Reporters often don't have time to make calls and will sometimes use the quotes provided. Draft the quote and then work to have UDOT or other personnel approve.
- Avoid transportation industry jargon as outlined in the UDOT Writing Style Guide.
- Write in the active voice. For more information about active voice, see Purdue University On-line writing lab: http://owl.english.purdue.edu/handouts/grammar/g_actpass.html

SAMPLE PRESS RELEASE

Contact: Adan Carrillo
Office: 801.965.4706
Cellular: 801.580.6931
Pager: 801.746.9932
Sept. 22, 2009
For Immediate Release

Bridge Replacements to Begin this Weekend, Continue Through Late October

SALT LAKE CITY— The Utah Department of Transportation (UDOT) will be replacing six bridges in Salt Lake, Utah, Summit and Davis counties over the next several weeks.

Construction will require various weekend and overnight closures on Interstate 80 and Interstate 15 between Sept. 28 and the end of October. Recreational and weekend travelers should be aware of the closures and detours to avoid inconvenience.

The bridge replacement projects employ Accelerated Bridge Construction (ABC) and encompass building the new structures next to the existing bridges and then moving them into place using various methods. This approach, which was used on a dozen I-80 bridges last summer, allows each bridge to be replaced in days rather than six-to-nine months required for traditional construction.

The following is a brief description of all bridge replacement closures:

Sept. 28-29 Closures

I-80 westbound at the Echo exit – just east of the I-84 interchange and west of Evanston, Wyoming – will be closed for 16 hours from Monday, Sept. 28 at 10 p.m. through Tuesday, Sept. 29 at 2 p.m. to demolish and replace the westbound Echo Bridge. Traffic will be diverted to the off- and on-ramps. Motorists expect delays up to four hours.

I-80 westbound leading up to the Echo exit will be restricted to one lane from Wednesday, Sept. 23 through Saturday, Oct. 3. with additional lane restrictions on I-80 near the Wyoming border throughout the week.

Oct. 4-5 Closures

I-80 eastbound at the Echo exit – just east of the I-84 interchange and west of Evanston, Wyoming – will be closed for 16 hours from **Sunday, Oct. 4 at 10 p.m. through Monday, Oct. 5 at 2 p.m.** to replace the eastbound Echo Bridge. Traffic will be diverted to the off- and on-ramps. Motorists should expect heavy delays up to four hours. Additionally I-80 eastbound leading up to the Echo exit will be restricted to one lane from Tuesday, Sept. 29 through Friday, Oct. 9.

Dates and times are subject to change because of weather or equipment failure. For more information, motorists should visit www.UDOT.Utah.Gov/KnowWhereKnowWhy.

-UDOT-

PRESS KIT

A press kit, often referred to as a media kit, is a pre-packaged set of materials distributed to members of the media. It includes a written compilation of information and audio/visual resources to be provided to the media to give them necessary information to write or produce a story about a project or campaign. A DVD should be included in press kits with graphics and video as well as digital copies of all written materials

The following are elements to consider when assembling a press kit.

- Fact sheet, which includes the following project data
 - General overview
 - Scope, schedule, budget
 - Historical data
 - Purpose and need
 - Benefits
 - Associated project information (other projects in the vicinity sponsored by UDOT/city/county/transit agency, etc.)
- Frequently Asked Questions (FAQ) sheet
- Maps
- Graphics
 - Project area
 - Timeline/Phasing
 - Alternate routes
 - Video or still-frame simulations
 - Photographs
 - Logos
- Collateral
 - Newsletters
 - Flyers
 - Postcards
- Press release
- Public information resources
 - Hotline
 - Website
 - E-mail

FLYER TEMPLATE

Flyers are written communication distributed to project stakeholders to inform them of upcoming events, project progress or anticipated impacts. They can be disseminated door-to-door, at public events, by mail or e-mail. Following are some tips to consider when preparing a flyer.

Project logo should go at top to inform the reader who is providing the information

Key message of what the flyer is about should be placed near the top of the page.

Any relevant photo or graphic should be used to help communicate your information

Use bullet points to break-up lengthy text sections.

Detail information should be organized and simple to read.

Call-out boxes are good tools to highlight important information.

UTAH COUNTY CORE CORRIDOR EXPANSION

COPING WITH CONSTRUCTION WORKSHOP FOR BUSINESSES

I-15 CORE Quick Facts

- Project length: 24 miles
- Construction from spring 2010 to December 2012
- Two new lanes in both directions from Lehi Main Street to Spanish Fork
- Express Lane extended from University Parkway in Orem to Spanish Fork
- 10 freeway interchanges rebuilt or improved
- 55 bridges replaced or restored
- Meets or exceeds travel demands through the year 2030
- Durable 40-year concrete pavement

THE UTAH DEPARTMENT OF TRANSPORTATION (UDOT) is getting started on one of the largest roadway projects in the state's history—restoring and expanding I-15 from Lehi to Spanish Fork. I-15 CORE will rebuild aging infrastructure and improve the movement of goods and services throughout the state.

UDOT and the project contractor have plans in place to limit road and lane closures, but there will be times when construction could cause significant travel delays.

In partnership with local Chambers of Commerce, UDOT wants to help businesses prepare for the inconveniences that road construction can cause for employees, customers and business operations. Join us for a workshop focused on helping businesses:

- **Get the most relevant, updated construction and closure information**
- **Employ TravelWise strategies to help employees avoid traffic delays**
- **Keep customers informed about detours and closures**
- **Adjust delivery routes and times for efficiency**

| | | |
|--|--|---|
| Provo and Orem Areas Tuesday, March 30, 2010 8:00 - 10:00 AM Health and Justice Building 151 S. University Avenue, Suite 1600 Provo, Utah | Spanish Fork and Springville Areas Tuesday, April 6, 2010 8:00-10:00 AM High Chaparral Room Spanish Fork Fairgrounds (475 S. Main Street, Spanish Fork) | Lehi, American Fork, Pleasant Grove and Lindon Areas Wednesday, April 7, 2010 8:00 - 10:00 AM American Fork City Hall 31 North Church Street |
|--|--|---|

TRAVELWise
Good for you. Good for Utah.

RSVP at udot.utah.gov/i15core or 801-341-6426

Hotline 1.888.I15core (415.2673) | E-mail i15core@utah.gov | Website udot.utah.gov/i15core A UDOT Project

Contact information

The UDOT tagline should be included at the bottom to add credibility to the information

APPENDIX A:

**STATE OF UTAH BUSINESS CARD
ORDERING INSTRUCTIONS**

APPENDIX ASTATE OF UTAH CONTRACT NUMBER: **PD2080** March 03, 2010 Page 1 of 2

Revision number:

Purchasing Agent: Mark Parry

Phone #: 801-537-9243

Email: mparry@utah.gov**Item: Printing Of Business Cards on Recycled Paper**

Vendor: 89803A

Printing Express

Remit to:

9091 South 700 East
Sandy, Utah 84070

Internet Homepage:

www.printingfast.com

General Contact Usage Report Contact:

John Hulse

Telephone:

801-567-1888

Fax number:

801-562-9686

Email:

john@printingfast.com

Reporting Type:

Line-Item

Brand/trade name:

Printing Express

Price:

See price list

Terms:

Net 30

Effective dates:

02/01/2010 through 02/01/2013

Potential renewal options remaining:

Two-(1)-year

Days required for delivery:

Three

Price guarantee period:

One Year

Freight:

Minimum order:

500 Business Cards

Min shipment without charges:

Other conditions:

 CONTRACT HAS BEEN ASSIGNED TO NEW AGENT.

BID NO.MR10029

This contract covers only those items listed in the price schedule. It is the responsibility of the agency to ensure that other items purchased are invoiced separately. State agencies will place orders directly with the vendor creating a PRC in Finet. Agencies will return to the vendor any invoice which reflects incorrect pricing.

Environmentally friendly items marked in green.



STATE OF UTAH CONTRACT NUMBER: **PD2080** March 03, 2010 Page 2 of 2

COST:

| | ORDERED ELECTRONICALLY | *ORDERED BY FAX, EMAIL, DELIVERED, ETC. |
|-------------|-------------------------------|--|
| 500 cards | \$18.50 | \$18.50 |
| 1,000 cards | \$23.00 | \$23.00 |

COST TO INCLUDE THE FOLLOWING BASED ON A STANDARDIZED FORMAT REQUIRED FOR ALL STATE AGENCIES:

TWO COLOR: BLUE and BLACK INK
 ONE COLOR: BLACK INK
 GOLD FOIL - GOVERNOR'S OFFICE ONLY

STANDARD PAPER STOCK:

RECYCLED PAPER INCLUDING: THERMO RITE, GLOBE, NEENAH
 VELLUM, LINEN, LAID, PARCH, FIBERTONE, ETC.

STANDARD INK COLORS AVAILABLE:

| | | | |
|---------------|---------------|-----------------|--------------|
| BLACK | GRAY PM423 | BURGANDY PMS221 | GOLD PMS873 |
| SILVER PMS877 | RED PMS185 | TEAL PMS321 | REFLEX BLUE |
| BROWN PMS469 | RHODAMINE RED | PROCESS BLUE | GREEN PMS355 |
| TEAL PMS321 | BLUE PMS647 | GREEN PMS568 | |

SPECIALTY CARDS:

For specialty cards other than the standard format indicated above, which require logos with tight registration, PMS Colors, and two or more colors of ink, a shell will be set up with the ordering agency. Agency will have to commit to purchase a minimum of 2500 cards during the term of the contract to get the same pricing as listed above.

ADDITIONAL CHARGES:

| | |
|---|--------------------------|
| -ADDITIONAL LINES OF TYPE OVER NINE: | NO CHARGE |
| -LOGOS OTHER THAN THE STATE SEAL: | NO CHARGE |
| -SCREENS: | NO CHARGE |
| -ADDITIONAL INK COLOR (OTHER THAN STANDARDS): | \$5.00 PER COLOR |
| -PROOF CHARGE, PER NAME IF REQUESTED: | NO CHARGE |
| -ONLINE PROOFING (THROUGH ONLINE ORDERING SYSTEM): | NO CHARGE |
| -PMS INK COLORS OTHER THAN STANDARDS INDICATED: | \$25.00 PER PRINTING DAY |
| -MINIMUM GUARANTEED USAGE PER YEAR TO SET UP SHELL FOR SPECIALTY CARDS: | 2500 CARDS PER YEAR |



Instructions for Ordering Business Cards for the State of Utah

1. Go to **www.printingfast.com**.
2. On our home page, click on the “Customer Login” link on the left.
3. The Customer Portal page appears. Toward the bottom of the page, enter the username **utah.gov** and the password **cards1** (all lower case letters), and click on the “Enter Your Site” button.
4. The **State of Utah Business Card Order Center** page appears, in which a thumbnail image and item description of each style of business card is listed. If you wish to view a larger image of the card, click on the thumbnail image. Enter the desired quantity in the corresponding “Quantity” box of the card style you need.
5. Click on the “Continue” button (you may need to scroll down somewhat to see this button).
6. Enter the information that will appear on the business card in each of the provided fields (press the tab key to advance to the next field). If you are ordering a card that requires you to enter a department or office name, please capitalize the first letter of each major word of the department name to maintain consistency (Example: Department of **E**nvironmental **Q**uality). Simply skip any fields that do not apply to the current order.

Note: Typically, cards with the gold State Seal are for Utah “Offices”, while cards with the blue State Seal are for “Departments.” The words “Office of” or “Department of” will be pre-inserted into the form so that you do not have to type them yourself. If for some reason you need to have the pre-inserted text changed or removed, please call Printing Express at 801-567-1888--thank you.
7. Click on the “Preview” button.
8. A proof of your card appears onscreen. Review the information for accuracy. If any changes are needed, click on the “Modify” button, and repeat Steps 6 and 7. When you are satisfied with the proof, click on the “Order” button.
9. An item summary will appear showing all the information you entered along with the order quantity you entered. If you need to change the order quantity, enter the new quantity in corresponding field on the right and click on the “Update Quantities” button.
10. Your order item is complete. If you are ordering cards for more than one person, click on the “Continue Shopping” button, after which you will be redirected to the page corresponding to Step 4. Repeat Steps 4 through 9.
11. When you have finished entering orders for all cards, enter your contact and payment information in the fields provided below the item summaries, and click on the “Submit Request” button toward the bottom of the page. Note: only “Your Name” and “E-mail Address” are required fields.
12. Your entire order is complete! You will be redirected to the home page with a confirmation statement. When you are finished with ordering, click on the link “Log Out” on the left side of our home page. If you realize that you need to place another order before logging out, simply click on the “State of Utah Business Card Order Center” link at the left and you will be redirected to step #4 above.

If you have any problems with this process, please call Printing Express at 801-567-1888. Our hours are Monday thru Friday, 8:30 a.m. - 5:30 p.m.

FINET COMMODITY CODE (S) FOR AGENCY USE ONLY:

90634 - FREIGHT HANDLING; MATERIALS HANDLING

96607 - BUSINESS CARDS PRINTED

00000000000 – Generic Commodity Code

REVISION HISTORY:

